

Apparatus, and an associated method, for downloading an operational parameter to a mobile station. The operational parameter is stored at a server operated by an operator of a communication system in which the mobile station is operable. When the parameter is to be downloaded to the mobile station, the server instructs a SMS, or other data message, service center to generate a data message to be delivered to the mobile station, instructing the mobile station to initiate a data call connection with the server. When a data call connection is formed, the operational parameter is downloaded to the mobile station, thereafter to be used by the mobile station in subsequent communication operations in the communication system.